

# Ohio Forestry Association

## MEDIA GUIDE



**REACH 4 OUT OF 5 OF ALL LOGGING AND  
SAWMILL COMPANIES IN OHIO**

*Membership Directory and Resource Guide | Website Sales*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



# BY THE NUMBERS

**\$20 M**

Our members spend **\$20 million** on products and services annually

**4 OUT OF 5**

We represent **4 out of 5** logging and sawmill companies in Ohio

**\$200 M**

OFA members are part of Ohio's **\$200 million a year** forestry industry



## OUR MEMBERS NEED

- Forest Equipment
- Logging Equipment
- Sawmill Supplies & Equipment
- Chains & Chainsaws
- Safety Equipment
- Hydraulic fluids & oils
- Banking
- Fuel
- Insurance

### MEMBERSHIP BREAKDOWN

Consulting Foresters  
Contractors  
Individuals  
Secondary Manufactures  
Primary Manufactures  
Suppliers  
Wholesalers/Brokers  
Among Several Others!

**CONNECT WITH OHIO'S FORESTRY INDUSTRY.**

**CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!**





# MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

## Net Advertising Rates

Revisions and Proofs: \$50  
Position Guarantee: 15% Premium

Full-Color Rates	Rates
Outside Back Cover	\$ 3,419.50
Inside Front or Inside Back Cover	\$ 3,189.50
Full Page	\$ 2,629.50
2/3 Page	\$ 2,089.50
1/2 Page	\$ 1,449.50
1/3 Page	\$ 1,249.50
1/4 Page	\$ 819.50
1/6 Page	\$ 669.50
1/8 Page	\$ 469.50

Black-and-White Rates	Rates
Full Page	\$ 1,679.50
2/3 Page	\$ 1,449.50
1/2 Page	\$ 1,119.50
1/3 Page	\$ 899.50
1/4 Page	\$ 699.50
1/6 Page	\$ 559.50
1/8 Page	\$ 419.50

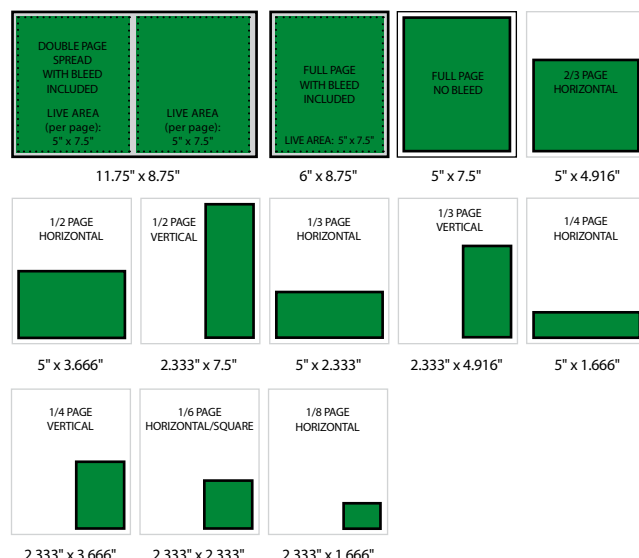
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

# PRINT ADVERTISING SPECIFICATIONS

## MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

**Roster Trim Size: 5.75" x 8.5"**



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"  
 3 Pg / 6 Surface 5.75" x 8.5"  
 Postcards 6" x 4.25"  
 Heavy Card Stock Insert 5.25" x 8.25"  
 Postal flysheets 5.75" x 8.5"

### Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Digital Edition

For more information, visit:  
<http://www.naylor.com/onlinespecs>

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# MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Aerial Photography              | <input type="checkbox"/> Hardwood Veneer Manufacturers & Buyers | <input type="checkbox"/> Seedlings                       |
| <input type="checkbox"/> Bar Code Systems                | <input type="checkbox"/> Heli-Logging Contractors               | <input type="checkbox"/> Skidder Chains                  |
| <input type="checkbox"/> Chainsaws                       | <input type="checkbox"/> Herbicides                             | <input type="checkbox"/> Timber Buyers                   |
| <input type="checkbox"/> Chemicals                       | <input type="checkbox"/> Hunting Clubs                          | <input type="checkbox"/> Timber Harvesters               |
| <input type="checkbox"/> Chippers                        | <input type="checkbox"/> Insurance                              | <input type="checkbox"/> Timber Pricing Services         |
| <input type="checkbox"/> Commercial Leading & Leasing    | <input type="checkbox"/> Land and Timber Management             | <input type="checkbox"/> Timber Sales                    |
| <input type="checkbox"/> Consultants                     | <input type="checkbox"/> Legal Services                         | <input type="checkbox"/> Timberland Management Companies |
| <input type="checkbox"/> Consulting Foresters            | <input type="checkbox"/> Log Brokers                            | <input type="checkbox"/> Tires                           |
| <input type="checkbox"/> Cutting Equipment               | <input type="checkbox"/> Log Homes                              | <input type="checkbox"/> Trailers                        |
| <input type="checkbox"/> Energy Systems                  | <input type="checkbox"/> Logging Companies                      | <input type="checkbox"/> Tree & Shrub Seeds              |
| <input type="checkbox"/> Environmental Programs          | <input type="checkbox"/> Lumber & Log Exporters                 | <input type="checkbox"/> Tree Marking Ink                |
| <input type="checkbox"/> Equipment Engineering & Service | <input type="checkbox"/> Marking Paints                         | <input type="checkbox"/> Trucking Companies              |
| <input type="checkbox"/> Equipment Rental & Sales        | <input type="checkbox"/> Material Handling Equipment            | <input type="checkbox"/> Tub Grinders                    |
| <input type="checkbox"/> Financial Services              | <input type="checkbox"/> Metal Detectors                        | <input type="checkbox"/> Used Parts                      |
| <input type="checkbox"/> Forest Resources                | <input type="checkbox"/> Mineral Management                     | <input type="checkbox"/> Walking Floors                  |
| <input type="checkbox"/> Forest Technology               | <input type="checkbox"/> Optimization                           | <input type="checkbox"/> Wildlife Consultants            |
| <input type="checkbox"/> Friends of Forestry             | <input type="checkbox"/> Pallets                                | <input type="checkbox"/> Wood Dealers                    |
| <input type="checkbox"/> Furniture Manufacturers         | <input type="checkbox"/> Paper & Forest Products                | <input type="checkbox"/> Wood Procurement                |
| <input type="checkbox"/> Grade Lumber                    | <input type="checkbox"/> Power Equipment                        | <input type="checkbox"/> Wood Products                   |
| <input type="checkbox"/> Grapples                        | <input type="checkbox"/> Pulpwood Companies                     | <input type="checkbox"/> Wood Product Equipment          |
| <input type="checkbox"/> Hardwood Components             | <input type="checkbox"/> Pulpwood Plant Equipment               | <input type="checkbox"/> Wood Product Manufacturers      |
| <input type="checkbox"/> Hardwood Lumber                 | <input type="checkbox"/> Sawmill Equipment                      | <input type="checkbox"/> Other: _____                    |
| <input type="checkbox"/> Hardwood Manufacturers          | <input type="checkbox"/> Sawmills                               |  |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20.00 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_



# OHIO FORESTRY ASSOCIATION WEBSITE

## Advertising on the OFA Website – [www.ohioforest.org](http://www.ohioforest.org)

Advertising on the OFA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [ohioforest.org](http://ohioforest.org) to learn about upcoming association events and discover ways to maximize their membership. Advertising on [ohioforest.org](http://ohioforest.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of forestry professionals.

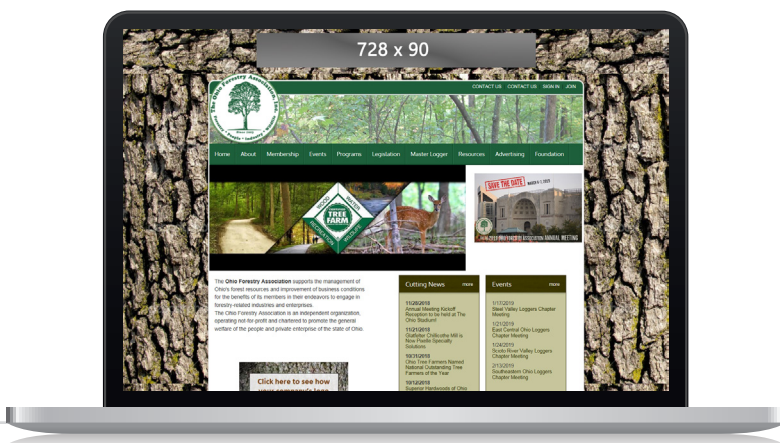
### Features of OFA website advertising:

- Cross-promoted in other OFA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, [www.ohioforest.org](http://www.ohioforest.org) receives:

- More than 1,940 visitors per month
- More than 5 pages viewed per session
- Sessions lasting more than 3.5 minutes

\*Traffic numbers from Nov. 15, 2018 - Jan. 15, 2019



### ① Top Leaderboard | \$2,250

728 x 90 pixels. Three rotations. Run of site.

### ② Bottom Leaderboard | \$1,500

728 x 90 pixels. Three rotations. Run of site.

For the latest online specs, please visit

[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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